

# Home Furnishings Calendar 1949

## JANUARY

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## HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 14	GERMAN INDUSTRY SHOW	JOINT EXPORT-IMPORT AGENCY	NEW YORK MUSEUM OF SCIENCE & INDUSTRY
April 24 10:00 A.M.- 10:00 P.M.	A show featuring such things as cutlery, kitchen utensils, ceramics, table china, textiles for upholstery and drapery and furniture is open to the trade from 10 A.M. to 1 P.M. daily and to the public from 1 P.M. to 10 P.M. Contact: G.A. Gauerke, U.S.-German Chamber of Comm., WH. 3-7175.		
April 14	FIRST DAY OF PASSOVER		
Thursday April 14 Just out	NEW LINING FABRIC Especially planned for use on picture windows, Schumacher's new cotton print, called "Williamsburg Liner", features a small, all-over provincial motif. Used to line draperies it adds interest to a house with broad picture windows when seen from the outside, but is equally suitable for use as upholstery, slipcovers, quilting and so on. It is machine printed on cotton with an Everglaze finish and is available in six vat colors. Another approved Williamsburg design, "John Marshall", based on an original fabric found in the home of the first Chief Justice of the U.S. Supreme Court, is also being introduced. Publicity: Philip Schuyler, Baldwin & Mermey, 205 East 42nd Street, MU. 4-4540.	F. SCHUMACHER & CO.	60 WEST 40TH STREET
Thursday April 14 Just out	REVISED COOKBOOK Ann Bachelder's Own Cook Book, long a favorite of Ladies Home Journal readers and the public, has been completely revised, new techniques and new cookery method stressed. Publicity: Florence Brobeck, GR. 3-4119.	M. BARROWS & CO.	114 EAST 32ND ST.
Thursday April 14 Going on	FRANCO-AMERICAN ART COMPETITION Judges have been selected to award a grand international prize of \$3,500 and sectional prizes up to \$2,000 for the winning 10 paintings on Christmas themes. Artists of both nations will compete. The 50 best paintings from each country will be exhibited at the Wildenstein Galleries on December 8, and the winning 10 will go on tour to major American cities early in 1950. Publicity: Carl Byoir & Associates, MU. 3-3464.	HALLMARK GREETING CARD CO. KANSAS CITY	WILDENSTEIN GALLERIES
April 15	GOOD FRIDAY		
Friday April 15 Going on	NEW TOWELS A new line of Martex "Complexion" towels, in solid colors correlated with Martex bath towels, hand towels and face cloths will be available on this date at B. Altman, Fertig and Lord & Taylor. These new towels, measuring 9½" x 16", are ideal for guest use. They come in a range of thirteen colors. Publicity: Roland H. Brownlee, Alfred Auerbach Associates, CO. 5-6805.	WELLINGTON SEARS CO.	65 WORTH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 16- April 24	ATLANTA HOME SHOW, MUNICIPAL AUDITORIUM ANNEX, ATLANTA, GEORGIA CONTACT: IRA W. CURRY, DIRECTOR ATLANTA HOME SHOW, ATLANTA, GEORGIA.		
April 17	EASTER SUNDAY.		
April 17- April 23	HONEY FOR BREAKFAST WEEK CONTACT: AMERICAN HONEY INSTITUTE, COMMERCIAL BANK BLDG., MADISON 3, WIS.		

WEEK BEGINNING MONDAY, APRIL 18, 1949

Monday April 18 5:30 P.M.- 8:00 P.M.	COCKTAIL PARTY A Graduation Cocktail party to celebrate the conclusion of the Survey Course will be held in the North Ballroom of the Astor. Admission is \$1.50. Open to members of Advertising Women of New York and to Survey Course students only. Contact: Margaret Eleanor Stark, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Monday April 18 6:30 P.M.- 7:30 P.M.	LAST LECTURE OF SERIES <u>NOTE NEW ADDRESS:</u> Employees and students in the home furnishings industries may attend this lecture, "The Consumer's Problem is Your Problem" by Edith Evans, Mademoiselle's Living, John Gerald, design and merchandise consultant, and Mary Roche, New York Times. Individual lecture fee, \$1.50. Reservations must be made in advance. Check or money order made payable to the Home Fashions League should be sent to Josephine Brush, sec'y, Home Fashions League, 155 East 96th St., New York 28, N.Y.	HOME FASHIONS LEAGUE	ALEXANDER SMITH SHOWROOM 295 FIFTH AVENUE
Monday April 18- April 22	CLARA DUDLEY STORE PROMOTIONS Promotions, featuring Clara Dudley, Alexander Smith's color-scheme consultant, will run at the following stores: Famous-Barr, St. Louis, Mo., April 18-22; Breuner's, Sacramento, Cal., April 18-19; Breuner's, Stockton, Cal., April 20-21; Rood Dry Goods, Terre Haute, Indiana, April 25-30; Emporium, St. Paul, Minn., May 2-6; Kauffman's, Pittsburgh, Pa., May 2-6; John Shillito, Cincinnati, Ohio, May 9-14; Loeser's, Brooklyn, May 16-21; Elder-Johnston Company, Dayton, Ohio, June 6-10. Publicity: Emily Purcell, Amexander Smith & Sons Carpet Co., MU. 9-1300.	ALEXANDER SMITH & SONS CARPET COUNTRY	STORES COUNTRYWIDE
Monday April 18- April 24	FOURTH ANNUAL HOME BEAUTIFUL SHOW Featuring not only the materials needed for building but also the appliances and furnishings needed to complete the modern home, this show combines in one complete presentation all the features previously included in the All-Electric and Modern Homes Show which were produced on separate dates. Contact: Campbell-Fairbanks Expositions Inc., Park Square Bldg., Boston, Mass., HA. 6-8996 or in New York, PL. 3-3773.	HOME BLDRS. ASS'N ELECTRIC INSTITUTE	MECHANICS BUILDING BOSTON, MASS.
April 18- April 30	NATIONAL SLEEP SHOW: RETAIL PROMOTIONS THROUGHOUT THE COUNTRY. CONTACT: NATL. ASSN. OF BEDDING MFRS., 200 W. 25TH ST., NYC., WA. 4-5356.		
Tuesday April 19 12:15 P.M.	APRIL LUNCHEON Two women who have left prominent advertising careers to become full-time consumers will address the luncheon meeting on how advertising looks from the outside. They are: Mrs. Ella B. Myers, former Dir. of Advertising, General Foods Corp. and Mrs. Charlotte Montgomery, former copy chief at Hanly, Hicks & Montgomery and now author of Tide Magazine's "The Woman's Viewpoint." Guests are welcome. Contact: Mabel Blake, CI. 5-4149. -2-	ADV. WOMEN OF N. Y.	HOTEL ASTOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 19 12:00 M.	JUDGING ESSAY CONTEST ON INTERIOR DECORATION Fourteen finalists from 700 entries from North Jersey high schools and junior colleges will be chosen. The subject of the essay is "What is the greatest contribution interior decorating can make to enhance American home life and living." The contest is being conducted by Charles H. Henders, Pres. of C. H. Henders Inc., with the assistance of Station WPAT of Paterson, N. J. Judges are: J. Warner Prins, ceramist; Ruth L. Strauss, colorist; Dr. Charles H. Edwards, Jr., Dean of N. Y. University School of Retailing; Alice R. Fisher, member of A.I.D.; Gladys Miller, editor Family Circle; Theodore Greeff, president of Greeff Fabrics, Inc.; Arthur Bills, sales manager Stroheim & Romann. First prize will be a scholarship to N. Y. University School of Retailing. Newspaper reporters and photographers will be present by invitation at 2 P.M. when the awards are to be made. The 14 finalists will also be present. Publicity, Doris Herzig, Franklin Fisher Associates, MU. 2-1983.	CHARLES H. HENDERS, INC. PARAMUS, N. J.	PERROQUET ROOM SAVOY-PLAZA
Tuesday April 19 4:30 P.M.- 6:00 P.M.	NAT'L. DISTRIBUTION OF "TIDE" TO BE CELEBRATED The national distribution of Proctor & Gamble's washing product, "Tide", will be celebrated on this date. A representative of Proctor & Gamble will be the speaker. By invitation only to household editors. Publicity: Nellie Mae Leonard, Verne Burnett Associates, MU. 7-9030.	PROCTOR & GAMBLE	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday April 19 8:15 P.M.	GENERAL OPEN MEETING A general meeting for members of the Institute and their guests will be addressed by Frederick J. Kiesler on "Design as Bio-Technique and the Union of Art and Architecture." There will be a social hour at the bar starting at 7:00 P.M. Contact: Ann Franke, RE. 4-4905.	AM. DESIGNERS INST.	HOTEL CLARIDGE
Wednesday April 20 11:00 A.M. and 8:00 P.M.	LECTURE SERIES The last in the series of lectures on interior decoration, sponsored by the Cleveland Museum of Art in cooperation with the Fashion Group of Cleveland, will be given on the following date: April 20 - T.H. Robsjohn-Gibbings, decorator and designer, "Contemporary Furnishings". The lecture will be given in the morning and repeated in the evening. Open to the public free of charge. Publicity: Mrs. Arlene S. Nichols, 1743 Lakefront Ave., E. Cleveland 12, Ohio.	CLEVELAND MUSEUM OF ART & FASHION GROUP	CLEVELAND MUSEUM CLEVELAND 6, OHIO
Wednesday April 20 6:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: CRYSTAL A press preview of new and exclusive crystal pieces, in honor of Orrefors' fiftieth anniversary, sponsored by His Excellency the Ambassador of Sweden, Erik Boheman. Press by invitation only. The exhibit will be opened to the public April 21st. Store hours: 9 A.M. to 5:30 P.M. Publicity: Irene McCallum, PL. 7-2300.	GEORG JENSEN, INC.	667 FIFTH AVENUE
Thursday April 21 3:30 P.M.- 6:00 P.M.	NEW STERLING PATTERN A new sterling pattern "Queen's Lace" will be introduced by International Silver Company, at a fashion show. For press and retailers, by invitation only. Publicity: Dora Miller, LO. 3-4285.	INTERNATIONAL SILVER CO.	WALDORF-ASTORIA



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 21 6:30 P.M. Cocktails and Dinner	FOURTH ANNUAL HOME SAFETY AWARD Press and radio representatives and a few others by special arrangement are invited to a cocktail party and dinner. Awards will be made to those manufacturers who have produced home devices making the greatest contribution to safety during the past year. By invitation only. Open also at a cover charge to anyone in the trade who is interested. Cocktails at 6:30 P.M.; dinner at 7:30 P.M. Contact: Herbert Askwith, VA. 6-2200.	LEWIS & CONGER 45TH ST. & 6TH AVE.	WALDORF-ASTORIA STARLIGHT ROOF
April 22- May 1	KENTUCKIANA NATIONAL HOME SHOW AND EXPOSITION, ARMORY, LOUISVILLE, KY. CONTACT: ASSOCIATED HOME BUILDERS OF LOUISVILLE, LOUISVILLE, KY.		
April 22	DOWNTOWN SPRING HOME FASHIONS FESTIVAL, LOS ANGELES, CAL. TO MAY 1.		
April 24	EDUCATION FORUM, VENETIAN BLIND INSTITUTE, INC., HOTEL MARTINIQUE, N.Y.C. CONTACT: H. A. LONG, JR., EXECUTIVE SECTY. MU. 6-3974.		
<u>WEEK BEGINNING MONDAY, APRIL 25, 1949</u>			
April 25	SEMI-ANNUAL MEETING LAMP & SHADE INST. OF AM., HOTEL SHELBURNE, ATLANTIC CITY, N.J. CONTACT: BENJAMIN M. ROBBINS, EX. SECTY N.Y. ASSN. MU. 3-3460.		
Monday April 25 Just out	NEEDLEWORK BOOK A new book "The Needlecraft Library" by Elizabeth L. Mathieson, is really eight books in one. Eight categories of needlework included are: embroidery, quilts, knitting, crochet, tatting, rugs, afghans and pineapples, with concise and graphic instructions. The book is profusely illustrated with photographs and diagrams. \$2.95. Publ.: William Targ, LU. 2-0180.	WORLD PUBLISHING CO.	107 WEST 43RD ST.
April 25- April 28	TORONTO GIFT SHOW, KING EDWARD HOTEL, TORONTO, CANADA CONTACT: SHOW MERCHANDISING LTD., TORONTO, CANADA		
Monday April 25- April 28	28TH ANNUAL CONFERENCE OF TRAFFIC GROUP The conference will feature discussions on how to save transportation costs; best methods of increasing production; marking economies; short cuts to speed goods to selling departments. Many manufacturers will exhibit products. There will be visits to Boston stores. Registration fees, \$14 per individual for members; \$24 per individual for non-members. Contact: Leonard Mongeon, Manager, Traffic Group, N.R.D.G.A. 100 West 31st Street, New York 1, N. Y., CH. 4-8780.	N. R. D. G. A. 100 WEST 31ST ST.	COPLEY PLAZA HOTEL BOSTON, MASS.
April 25- April 30	NATIONAL DONUT WEEK, SPONSORED BY NATL. DONUT WEEK COMMITTEE PUBLICITY: EILEEN KASSEL, BERT NEVINS, INC., 152 W. 42ND ST., WI. 7-9715.		
Tuesday April 26- April 29	HOME FURNISHINGS FASHIONS A showing of 50 easel arrangements in the auditorium plus six additional displays in the main area will feature carpets, drapery materials, upholstery fabrics, wallpapers, paints and furniture. Contact: Mrs. Kay Bollam, director of Oregonian Hostess House, S.W. Bway & Columbia, Portland, Oregon.	OREGONIAN HOSTESS HOUSE	S.W. BWAY & COLUMBIA PORTLAND 1, OREGON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 28- May 7	PHILADELPHIA HOME SHOW Sponsored by the Home Builders Assn. of Philadelphia and Suburbs, the Home Show will feature more than 500 displays of major appliances, kitchen equipment, plumbing and heating units and building materials. Contact: Carl Metz, Home Builders Assn., Philadelphia, Penna.	HOME BUILDERS ASSN. OF PHILADELPHIA	COMMERCIAL MUSEUM PHILADELPHIA, PA.
Friday April 29 2:30 P.M.- 5:30 P.M. Cocktails	SHOWING FOR DECORATORS: VENETIAN GLASS LAMPS Venetian glass lamps, styled by Agnes Morgen, will be shown to decorators at this time. These one-of-a-kind lamps combine the charm of the old world with much of the mood of soft modern decoration. The lamps will be sold through decorators only. Contact: Agnes Morgen, IL. 9-3543.	AGNES MORGEN'S STUDIO	6350 WETHEROLE ST. RIGO PARK, N.Y.
April 30- May 7	1949 READING HOME AND BUILDING SHOW, FAIRGROUNDS, READING, PENNA. CONTACT: HAROLD T. HORST, BUILDING INDUSTRIES EXCHANGE, READING, PENNA.		
April 30	NATIONAL BABY WEEK TO MAY 7.		
Sunday May 1 Going on	NEW BUILDING TO OPEN On this date the Furniture Market of Pittsburgh, Inc. expects to be in its new building at 933-37 Penn Avenue. Contact: Mr. Ben D. Levenson, Furniture Market of Pittsburgh, Inc., Pittsburgh, Pennsylvania.	FURNITURE MARKET, INC.	PITTSBURGH, PENNA.

#### ADVANCE DATES AND NOTICES

Monday May 2 5:00 P.M. Cocktails, Dinner and Dance	GAY NINETIES PARTY A cocktail party, followed by dinner and dancing to the music of Barry Hilton, with entertainment, games, prizes and favors will be held at the Tavern-on-the-Green. Tickets are \$7 which includes everything. Some people will come in gay nineties costumes. Open to all. Contact: Dorothy Powell, American Social Hygiene Ass'n, CI. 5-8000.	FUBL. CLUB OF NEW YORK	TAVERN ON GREEN
Monday May 2 Just out	NEW GLASSWARE Libbey Glass is introducing its new "Corsage" hostess pattern, its first new glassware shape since the war, to be released through stores all over the country on this date. Designed by Freda Diamond, the new pattern tapers gracefully from the rim to the heavy base, is classic in appearance and blends with traditional or modern settings. Four matching sizes are available and special decorative gift-type packages have been prepared for store promotions. Publicity: Ardelle Coleman, Steve Hannagan Assoc. 247 Park Avenue, PL. 5-2900.	LIBBEY GLASS CO.	NATIONAL STORES
May 2- May 7	INTERNATIONAL TEXTILE INDUSTRIES EXPOSITION, HOTEL SHERATON, N.Y.C. CONTACT: ARTHUR TARSHIS, LU. 2-4627.		
May 2- May 8	JAMESTOWN SPRING FURNITURE MARKET, JAMESTOWN, NEW YORK. CONTACT: PAUL E. DENNY, PRESIDENT JAMESTOWN FURNITURE MARKET, JAMESTOWN, NEW YORK.		
May 2- May 9	NATIONAL AND INTER-AMERICAN MUSIC WEEK. CONTACT: T. E. RIVERS, SECT'Y, NATIONAL AND INTER-AMERICAN MUSIC WEEK COMM., 315 4TH AVE., N.Y.C.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 2- May 9	NATIONAL CUTLERY WEEK; PRIZES FOR WINDOWS During the second annual National Cutlery Week, the Associated Cutlery Industries of America (composed of about 95% of the leading cutlery manufacturers) which sponsors this week, will offer \$500 in prizes for the best window displays of cutlery in hardware stores, department stores, chain stores, sporting goods stores and butcher and restaurant suppliers. Prizes will be awarded on the basis of originality and promotional effectiveness of the display emphasizing the advantages of American-made cutlery. Photographs must be mailed on or before May 25, 1949, to Lewis D. Bement, Secty., Assoc. Cutlery Industries of America, Deerfield, Mass. Publicity: Betty Timken, Marion Allen, 521 Fifth Ave., MU. 2-2363.	ASSOC. CUTLERY INDUS- TRIES, DEERFIELD, MASS.	THROUGHOUT THE COUNTRY
Monday May 2- May 14	NEW YORK CLEAN-UP DRIVE The New York City Dept. of Sanitation in cooperation with the National Clean-up, Paint-up, Fix-up Bureau of Washington, D.C. is promoting a drive which will run for two weeks. New York stores will have a splendid opportunity to promote paints and related items at this time. The first week will be devoted to Manhattan, the Bronx and Richmond; the second week to Queens and Kings. The New York Paint, Varnish and Lacquer Association will distribute reproductions of the national association's magazine advertisements entitled "A few gallons of paint make the difference" to retail stores carrying paint. Contact: New York Paint, Varnish and Lacquer Association, TR. 5-1974.	NATL. CLEAN-UP, PAINT-UP, CITY OF FIX-UP BUREAU, WASHINGTON	GREATER NEW YORK
May 7- May 14	BETTER HOMES SHOW, COLISEUM, DES MOINES, IOWA. CONTACT: THE HOME BUILDERS ASS'N., O. G. POWELL, DES MOINES, IOWA.		
May 8	MOTHERS DAY (BY PRESIDENTIAL PROCLAMATION)		
May 8-14	NATL. RAISIN WEEK, CONTACT: CALIF. RAISIN ASS'N., BOX 1469, FRESNO, CAL.		
Monday May 9- May 14	NATIONAL COTTON WEEK Sponsored by the Cotton-Textile Institute and National Cotton Council, Annual National Cotton Week is being held for the nineteenth year. Retail stores will feature it throughout the country and many southern cities will hold cotton carnivals. Publicity: Charles K. Everett, Cotton-Textile Inst., WA. 5-4004.	COTTON-TEXTILE INST.	COUNTRYWIDE
May 10- May 13	NATIONAL PACKAGING WEEK, MUNICIPAL AUDITORIUM, ATLANTIC CITY, NEW JERSEY PUBLICITY: EDWARD K. MOSS, AMERICAN MANAGEMENT ASSOCIATION, BR. 9-6055.		
Thursday May 12 12:15 P.M.	HOME FURNISHINGS LUNCH A home furnishings luncheon meeting will be held on this date. Details on speaker and subject will be announced later. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC.	BILTMORE BALLROOM
Saturday May 14- May 21	NATIONAL FROZEN FOOD WEEK A countrywide promotion to stimulate the sale of quick frozen food will be carried on this week. It is sponsored by Quick Frozen Food Assn. of Chicago, 350 N. Clark St., Chicago 10, Ill.; National Assn. of Frozen Food Packers, 1415 K St., N.W., Wash. 5, D.C.; Natl. Wholesalers Frozen Food Dist., 60 E. 42nd St., NYC 17. Contact: Mr. Harry K. Schaufliker, MU. 6-3242.	FROZEN FOOD PROCESSORS	COUNTRYWIDE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 15	HOME FURNISHINGS SECTION	CHICAGO TRIBUNE	CHICAGO, ILL.
	On this date a special home furnishings supplement will be published to mark the opening of a six-week display of prize rooms developed from winning entries in the newspaper's better rooms competition. Winning designs will be shown at the Art Institute of Chicago at the end of the month. The supplement will also include such allied merchandise as television, radio and household appliances. Contact: Donald A. Nightingale, Chicago Tribune, Chicago, Ill.		
Sunday May 15 - May 20	NEW YORK STATIONERY SHOW	GEORGE F. LITTLE MGMT.	HOTEL NEW YORKER
	All sorts of related accessories will be on display at the Stationery Show: leather goods, desk sets, pens and pencils, candles, party goods and so on. Contact: George F. Little Management, MU. 9-7147.		
May 16 - May 20	MERCHANDISE FAIR - 5¢ to \$5.00,	71ST REGIMENT ARMORY,	34TH & PARK AVE.
	CONTACT AND PUBLICITY: ARTHUR TARSHIS, LU. 2-4627.		
Monday May 16- May 21 1:00 P.M.- 10:30 P.M.	NATIONAL EXPOSITION 1949	OUR CHILDREN'S WORLD	GRAND CENTRAL PAL.
	For the first year the "Our Children's World" 1949 National Exposition will be held. It will assemble for display modern techniques and products for all phases of child care and will exhibit children's furniture and food in addition to toys, games, books, records, apparel and so on. There will be educational movies, lectures and demonstrations. Admission, 60¢, including tax. Publicity: Horace L. Lyon, PL. 9-8559.		
May 22 - May 28	WORLD TRADE WEEK		
	CONTACT: CHAMBER OF COMMERCE OF U.S.A., 1615 H. ST., N.W., WASHINGTON, D.C.		
Thursday May 26 - May 27	ANNUAL CONFERENCE:	SOC. OF THE PLASTICS IND.	EDGEWATER BEACH
	SOC. OF THE PLASTICS IND.	295 MADISON AVE., N.Y.C.	HOTEL, CHICAGO
	In addition to a number of symposiums of interest to all who attend the conference there will be technical meetings for special industry groups. A luncheon will be held on May 26, and the annual banquet on May 27. Publicity: Langdon P. Williams, MU. 6-1490.		

#### MUSEUM, GALLERY AND GARDEN NEWS

Thursday April 14 2:30 P.M.	LECTURE ON FLOWER ARRANGEMENT	THE HORTICULTURAL SOCIETY OF NEW YORK	COLONNADES BALLROOM ESSEX HOUSE
	Mrs. Chester Cook, in charge of flower arrangement at the New England School of Home Arts, Cambridge, Mass., will give a lecture on flower arrangement which is open to the public without charge. Contact: Mrs. Elizabeth Peterson, PL. 7-0915.		
Thursday April 14 Going on	NATIONAL EXHIBITION OF DINNERWARE DECORATION	SYRACUSE MUSEUM OF FINE ARTS; COMMERCIAL DECAL	SYRACUSE MUSEUM, SYRACUSE, N.Y.
	Artists may submit three sketches each for dinnerware decoration in this exhibition. Commercial Decal, Inc. has offered the following awards: first prize, \$500; second prize, \$350; third prize, \$150. Sketches winning awards will be executed on dinnerware by Commercial Decal, Inc. for exhibition in the Ceramic National Art Exhibition in November. Entries must be mailed on or before September 1, 1949 to National Exhibition of Dinnerware Decoration, The Syracuse Museum of Fine Arts, Syracuse, N.Y. For full details write Anna Wetherill Olmsted, Director, Syracuse Museum of Fine Arts, Syracuse, N.Y.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Thursday April 14- April 16	LAST THREE DAYS OF ANNUAL EXHIBITION This exhibition is being given by the New York Society of Ceramic Arts, not the National Arts Club as previously stated. A special feature will be a display of Chinese Ceramics from the collection of Warren E. Cox of New York. Hours: 12 to 9:30 P.M. daily. Publicity: Phyllis Blundell, PL. 9-2212 or MU. 8-1919.	NEW YORK SOCIETY OF CERAMIC ARTS	NATIONAL ARTS CLUB 15 GRAMERCY PARK
April 15	13TH CERAMIC NATIONAL EXHIBITION, CINCINNATI ART MUSEUM, TO MAY 8.		
Sunday April 17- May 8	EXHIBIT An exhibition of designs for modern buildings for schools and colleges will open on this date. Contact: Worcester Art Museum, Worcester, Mass.	WORCESTER ART MUSEUM	WORCESTER, MASS.
Friday May 20- June 15	EXHIBIT OF WALLPAPER This exhibit, formerly scheduled for March 19 - April 2, had to be postponed and will now be given on the dates here listed. Fine wallpapers from well-known manufacturers will be shown in the Museum Gallery under the title "Wallpaper - Today, Tomorrow, Yesterday". Contact: Francis J. Geck, University of Colorado, Boulder, Colorado.	UNIVERSITY OF COLORADO	BOULDER, COLORADO
Friday April 22- April 29 5:00 P.M.	LECTURES ON PORCELAIN Lectures on porcelain will be given on the following dates by Huldah Smith: April 22, French, Italian and Spanish porcelain; April 29, English porcelain. In addition, on April 26 there will be a movie program at the same hour on porcelain manufacture. Contact: Lillian Green, RH. 4-7590.	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE.
Monday April 25- April 26	ANNUAL NARCISSUS SHOW The annual narcissus show will be open, without charge, to the public on these two days. Hours, 2 to 10 P.M. on April 25; 10 A.M. to 6 P.M. on April 26. Publicity: Elizabeth Peterson, PL. 7-0915.	HORTICULTURAL SOCIETY OF NEW YORK	ESSEX HOUSE COLONNADES BALLROOM
Tuesday April 26- June 26	PRESS PREVIEW A press preview of Czechoslovakian glass of modern design created by Lobmeyr especially for this exhibit. A majority of the designs to be on view have not been previously exhibited elsewhere. <u>Open to members of the press only.</u> The public will be admitted from April 27 to June 26. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	LOBMEYR GLASS	MUSEUM OF MODERN ART
Tuesday May 17- October 1	AMERICAN TEXTILES OF THE 18TH & 19TH CENTURIES A group of American textiles of the 18th and early 19th centuries from the Institute collection will be shown in connection with the current exhibition, "From Colony to Nation." Hours: 9 A.M. to 5 P.M. weekdays; 1 to 5 P.M. Sundays. Free on Wednesdays, Saturdays, Sundays, and holidays; admission on other days, 30¢ including tax. Publicity: Peter Pollack, The Art Institute of Chicago, Chicago 3, Illinois.	ART INSTITUTE OF CHICAGO	AGNES ALLERTON WING CHICAGO 3, ILLINOIS



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>RADIO AND TELEVISION NEWS</u>			
Thursday April 14 2:30 P.M.- 3:00 P.M.	YOUR HOUSE IN 100 YEARS This program will show what your house will be like one hundred years from today. The expert is Peter Blake of the Modern Museum plus a movie star, yet to be determined. Publicity: Schuyler Chapin, CI. 7-8300.	MEET THE EXPERT, WNBT-TV	30 ROCKEFELLER PL.
Thursday April 14 8:00 P.M.- 8:30 P.M.	FINE COOKING ON TELEVISION Dione Lucas will demonstrate the famous New Orleans dish - Oysters Rockefeller-and Cornets de Jambon Lucullus on rice salad. Publicity: Helen Brattrud, PL. 5-2000.	DIONE LUCAS CBS-TV	CBS-TV 15 VANDERBILT AVE.
Tuesday April 19 9:45 P.M.	ADVENTURES IN BUSINESS Rosalind Dessar, inventor and founder of Cheddar Dabs, Inc., will be the guest of Richard Roffman, moderator and interviewer. She will describe her business and its opportunities. Contact: Richard Roffman, MU. 3-9093.	STATION WEVD	117 WEST 46TH STREET
Wednesday April 20 3:15 P.M.- 3:45 P.M.	TELEVISION PROGRAM "MEET THE EXPERT" Louise Ferrell, rug demonstrator for James Lees and Sons, will show Columbia & Minerva hand-hooked rug making on this program. She and several clubwomen will compete to see who can get the most done on a hooked rug during the program. One of the competitors will use the Columbia & Minerva robot rug needle, a new device for speeding up the hooking of rugs. Contact: Jean Blackburne, Fashion & Merchandise Coordinator: James Lees and Sons Company, 295 Fifth Avenue, MU. 5-1660.	WNBT CHANNEL 4	N.B.C. TELEVISION NEW YORK AREA

#### TELEVISION GUIDE

Buffalo, N. Y. Station WBEN-TV - WBEN, Inc., Hotel Statler, Buffalo 2, N. Y. Program Manager, George R. Torge.

Chicago, Ill. Station WBKB - Balaban & Katz Corp, 190 No. State St., Chicago 1, Ill. Program Manager, E. Jonny Graff.

Cincinnati, Ohio. Station WLWT - Crosley Broadcasting Corp, 140 West Ninth St., Cincinnati 2, Ohio. Program Director, Chester Herman.

Cleveland, Ohio. Station WEWS - Scripps-Howard Radio, Inc., 1816 E. 13th St., Cleveland 14, Ohio. Program Manager, Patrick Crafton.

#### EDITORIAL REQUIREMENTS

For Nowadays, Inc., 321 So. Plymouth Court, Chicago 4, Illinois. This publication appears bi-weekly as the magazine section of 306 daily and weekly newspapers in 13 midwest states. It will welcome glossies and copy on home furnishings, furniture, electrical appliances, radios, kitchen appliances and equipment, toys and foodstuffs. Please keep in mind that it goes to press on all issues six weeks in advance of publication date. Contact: G. R. Blakley, Vice President and Editorial Director, Nowadays, Inc., 321 So. Plymouth Ct., Chicago.



# *Home Furnishings Calendar*

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Emma Aubert Cole, Managing Editor

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